

# Red China's Vast Propaganda Minorities

## All Major Tongues Used on Radio and in Publications

By FRANK CHING

Communist China gives moral support to student and worker uprisings all over the world by publishing and broadcasting a tremendous volume in all the major languages and in many minor ones.

In its 1,500 hours of weekly broadcasts abroad and its weekly and monthly publications in 17 languages, including Esperanto, it has hailed disturbances in Japan, the Philippines, Italy and France as well as in the United States. However, it remained silent during the recent weeks of turmoil in Pakistan, with whose Government it has relatively good relations.

The chief propaganda publications are Peking Review, China Pictorial and China Reconstructs, all of which appear in English as well as other languages. Peking Review, described as a political and theoretical weekly, is published in five languages and is for the more sophisticated reader. It contains all major policy statements.

China Pictorial, a monthly magazine for mass circulation, is available in 16 languages. China Reconstructs, in five languages, is also an illustrated monthly, described as providing general coverage of China. It stresses economic development.

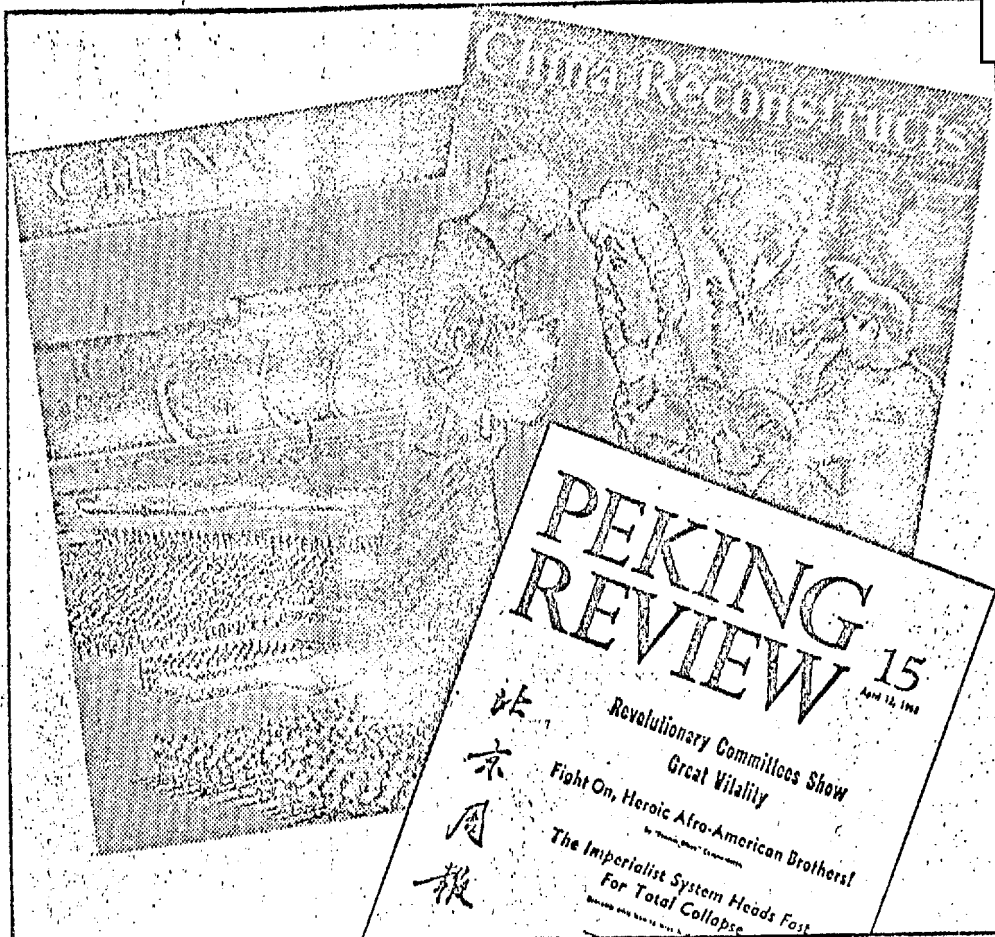
### Two Agents in the U. S.

These publications, and others, are distributed by dealers around the world. In the United States, two American-run agencies authorized to distribute Chinese Communist material—China Publications, at 95 Fifth Avenue, near 17th Street, and China Books and Periodicals, in San Francisco.

Aside from the three general-circulation publications, the Chinese Communists put out others directed at more select audiences. People's China, for example, which is described as a comprehensive monthly, is available only in Japanese and Esperanto.

Japan, the most prosperous country in Asia, has always been one of Peking's main propaganda targets. As for the world's several million Esperantists, although they are a relatively small audience, they form a presumably progressive and influential group, especially in intellectual circles.

The turmoil of Chairman Mao Tse-tung's Cultural Revolution has cut down the number of publications. Prior to 1966



A montage of covers of Communist China's three leading propaganda magazines, China Pictorial, China Reconstructs and the Peking Review, in their English-language editions.

when the purge of Mr. Mao's opponents began the Chinese also published China's Sports: Evergreen a youth magazine; China's Women, and Scientia Sinica, a scientific journal.

The precise reasons why they have been discontinued have not been ascertained, but large numbers of literary and editorial people have been purged in the Cultural Revolution, and even the chief party and government publications have been affected. For example, Hung Chi, the Communist party theoretical journal, once appeared every other week; only 16 issues were published in 1967 and only five in 1968.

A special target of Chinese Communist propaganda are the inhabitants of Taiwan and the offshore islands of Quemoy and Matsu. A total of 294 hours of broadcasts a week are beamed at the 14 million people governed by the Chinese Nationalists.

A sizable number of broadcasts are directed at overseas Chinese communities in Southeast Asia. This is reflected in the fact that, besides Mandarin, the official dialect, Peking broadcasts in Cantonese, Hakka, Chaochow and Amoy, the principal dialects of the overseas Chinese.

Russian is the second most used language in broadcasts. The English-speaking world ranks third, with 126 hours a week, 48 of which are directed toward North America. On the East Coast, the Peking radio can be heard nightly from 7 to 11 P.M.

Peking asserts that "revolutionary people" all over the world want to know about the achievements of the Chinese people, under the "brilliant leadership of their great leader Chairman Mao." The Chinese are happy to oblige.

The Chinese Communist propaganda media present a somewhat self-centered, black-and-white view that divides the world into revolutionary people and those who are against revolution, such as "U. S. imperialists," "Soviet revisionists" and "reactionaries" of all nationalities.

The adulation heaped on Chairman Mao is the dominant theme. To him and to his thought is attributed every success; scientific, cultural, economic or military. He is presented as the leader of the world's revolutionary people, who are staging mass movements on all continents.

Peking's two archenemies, the United States and the

Soviet Union, are the recipients of approximately equal amounts of abuse. When Soviet troops invaded Czechoslovakia last August, Peking added Czech, Slovak, Rumanian and Polish to its international broadcasts.